



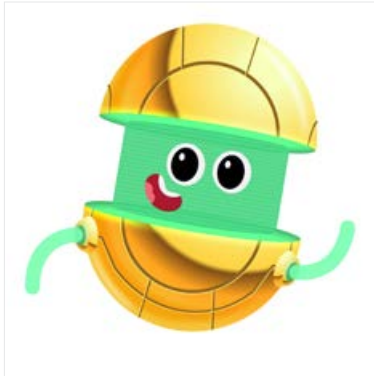
Media Release

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Meet Orby— Geelong Gallery's digital guide

Geelong Gallery
from Monday 6 January 2020

Free
Available daily 10am to 5pm



Orby
Your Geelong Gallery tour guide designed
by Pillowfort

From January 2020, Geelong Gallery welcomes a new digital tour guide. Affectionately named 'Orby', the free augmented reality tour guide will take children on a journey through the Gallery. This fun and light-hearted program will provide new and interesting ways for children to enjoy the Gallery, encouraging not only their engagement with the collection but also conversations between children and adults. Designed to be shared with family, friends and school groups, Orby will captivate children aged 5–10 years.

Beginning with four works of art—with more works set to be added in the months ahead—Orby finds three key features in each work and brings the viewers' attention to stories behind the artist or artwork. Orby's lessons are playful and lively with the hope that it encourages more families to visit the Gallery and engage with Geelong Gallery's collection.

Orby and the various works of art are activated in the form of animation, sound and voice-over, all in the digital realm of augmented reality.

Orby was created in partnership with local creative agency, **Pillowfort**, a specialist animation studio situated in Creative Geelong's Makers hub. Founded in 2017, Pillowfort's Creative Directors **Leigh Ryan** and **Stuart Murray** have over 30 years collective experience telling stories through animation.

Fellow Maker's hub resident, **Luke Harris**, provides the coding and software-design skills necessary for bringing Orby to life using augmented reality.

Geelong Gallery Director & CEO **Jason Smith** says 'We are delighted to provide this new program for our young audiences. Orby introduces children to the life of the Gallery including the etiquette of visiting a museum and significance of many works in Geelong Gallery's collection.'

Smith continues 'Geelong Gallery is especially appreciative of a major grant from the Helen Macpherson Smith Trust to support the creation of this digital platform. Creative Victoria also supported the project's innovative marketing campaign and Harvey Norman Waurin Ponds recently partnered with the program supplying a number of iPads. Most importantly, this project has seen a new design-focused outcome for our end-users. Pillowfort has demonstrated incredible creativity and ability to bring an idea to life. From story boarding to coding, animation and augmented reality technology, the program, designed by these locals creatives is an extraordinary achievement and we look forward to sharing it with our audiences.'

Pillowfort Creative Directors **Leigh Ryan** and **Stuart Murray** said 'We were delighted to develop this program in partnership with the Geelong Gallery. Orby and The Muse Gallery system really showcases and extends our studios creative capacity and demonstrates the diverse skill-sets of our people, from concept to fully interactive character driven application.'

'We look forward to continuing to work with Geelong Gallery to activate more works from the collection and develop this creative learning experience'.





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In early 2020, Orby focuses on four works in the Geelong Gallery permanent collection including Eugene von Guérard's *View of Geelong* 1856, Frederick McCubbin's *A bush burial* 1890, Danila Vassilieff's *Children playing, Collingwood* c. 1937 and Christian Thompson's *Untitled (Banksia leaf)* 2007.

Meet Orby— Geelong Gallery's digital guide

Free self-guided tours are available daily from Monday 6 January, between 10.00am to 5.00pm.

Program partners



Eugene von Guérard
View of Geelong 1856
oil on canvas
Geelong Gallery, Purchased through the Geelong Art Gallery Foundation with the generous support of the Victorian Government, the Australian Government, the City of Greater Geelong and numerous community and other donors, 2006

Frederick McCubbin
A bush burial 1890
oil on canvas
Geelong Gallery, Purchased by public subscription, 1900

Danila Vassilieff
Children playing, Collingwood c. 1937
oil and pencil on canvas
Geelong Gallery, Purchased with the assistance of the Caltex-Victoria Government Art Fund, 1979

Christian Thompson
Untitled (Banksia leaf) 2007
c-type print; edition of 10
Geelong Gallery, Purchased with funds generously provided by Geelong Contemporary, 2018

